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**FOOD STAMP  
PROGRAM**



U. S. DEPARTMENT OF AGRICULTURE

# FOOD GUIDE

March 1963

**FOR FOOD DISTRIBUTORS IN FOOD STAMP PROGRAM AREAS**

◦ EGGS ◦ PORK ◦ SWEET POTATOES  
◦ ONIONS ◦ RICE ◦ CARROTS  
◦ POTATOES ◦ CANNED CORN  
◦ COTTAGE CHEESE ◦ PEANUT BUTTER  
◦ RED TART CHERRIES ◦ DRY BEANS  
◦ COOKING OIL

The **FOOD GUIDE** lists numerous foods now in plentiful supply which offer Food Coupon users and other budget-minded shoppers good nutrition and maximum value for their food dollars. Direct patrons to these health-building and wise-buy foods with effective advertising -- and attention-getting in-store display techniques.

A special service for **FOOD DISTRIBUTORS**

Containing merchandising suggestions about foods currently appearing on the Plentiful Foods List and other foods selected for nutritional value and low-cost appeal.

## FOR FOOD STAMP PROGRAM AREAS

### EGGS

**MERCHANDISING HINTS:** Industry's power-packed and sales-inviting "MARCH EGG MONTH" promotion is underway. And as a perfect tie-in, to generate more consumer interest, the "GOOD BREAKFAST" drive is on, too.

- Extra egg pick-ups are made on the strength of point-of-sale appeal. A mobile refrigerated unit placed at the head of the meat counter line will move more eggs. Load unit with neatly arranged cartons of large, medium and small eggs. To distinctly separate sizes and grades, use representative supplies of "Good Breakfast" meat items--packaged bacon, sausage, ham slices, etc. Back display point with color posters showing breakfast meal combos
- Give eggs "SALE" pricing, to influence larger purchases and to help promote those breakfast tie-in item pick-ups, too.

Flank your mobile unit display with a stack of assorted waffle, pancake and biscuit mixes to double-up sales.

- Point out egg grades to shoppers and open a few cartons so customers can see what they're buying. And here's a tip: Every American housewife is becoming more educated on how to buy eggs. For example; The U.S. Department of Agriculture is now issuing a release "Packet for The Bride" which includes among other material, a pamphlet on "How To Buy Eggs"

### PORK

**MERCHANDISING HINTS:** Increase the pork sales beat--get breakfast pork items in hot spot locations during the "Good Breakfast Month" drive. Fill case well with neatly arranged stocks of bacon, pork sausage, ham slices, chops, etc. Then sell the health-building "Good Breakfast" idea to your trade

by tying in eggs, waffle and pancake mixes, etc., right on the spot.

- Good meat packaging, a clean meat case, utilization of colorful P-O-P pieces and attention-getting "talking signs" printed to offer shoppers helpful cooking hints and pork meal ideas, will skyrocket sales.
- Remember you have to go "whole hog" to get the full sales potential. In case layout, don't display heavy demand pork items side-by-side. Space them out, using lesser demand pork cuts in between--make customers shop the full line. Offer a complete pork display--loin roasts, chops, spare-ribs (team with kraut), liver, picnic shoulders, crown roasts, Boston butts, whole and sliced hams, etc. Give all items a pork sale price--using extra large tags.

### SWEET POTATOES

**MERCHANDISING HINTS:** You can bet your customers know there's good eating in delicious sweet potatoes and yams. Just show'em off and greet shoppers with an appetizing display layout.

- Give sweet potatoes plenty of company. Use wire baskets, extenders or floor stacks to get compatible sales twins--brown sugar, marshmallows, raisins, pie mix,--in the sweet potato merchandising act.
- Offer shoppers **QUALITY**. Don't stack bulk "sweets" over three layers high. Use paper liners between layers to cut excessive customer handling and prevent bruised stock. If you plan to feature "prepacks"--and pack your own--fill display with only enough for day-to-day sales. Give shoppers a jumbo price sign to view--inform them a "Sweet Potato Sale" is on. Here's your display spot selling-sign theme--How Do You Like 'Em -- Baked, Candied, Mashed? Also, let patrons know--Sweet potatoes "Make A Delicious Pie".



**MARCH 1963**

# **FOOD BUYS**

For USDA Food Coupon Users  
and All Budget Minded Shoppers

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## **DAILY FOOD GUIDE**

### **MILK GROUP**

*Some milk for everyone*

**Cottage Cheese**

### **MEAT GROUP**

*2 or more servings*

**Pork Eggs**

**Dry Beans • Peanut Butter**

### **FRUIT AND VEGETABLE GROUP**

*4 or more servings*

**Red Tart Cherries**

**Potatoes • Carrots • Onions**

**Canned Corn • Sweet Potatoes**

### **BREAD AND CEREAL GROUP**

*4 or more servings*

**Rice**

### **OTHER FOODS**

*As needed*

**Cooking Oil**

**VARIETY is the KEY**



## ONIONS

MERCHANDISING HINTS: ONIONS LOVE COMPANY--so plan that display layout to develop tie-in sales.

- Eighty to ninety percent of your dry onions will be sold the prepack way, so set display arrangement for this selling pace. Eye level stacks of pre-packs placed on dunnage or on tables at the beginning of the produce line will get top sales results.
- Don't forget to feature bulk onions, too. Small users and the "choosy" trade will be looking for these supplies. Use last bins in "produce row" to display loose. If customers pass-up display prepack, you'll catch them at the loose end.
- Cues for display signwork and advertising: "Meat-Mates" - "Adds That Zip" - "Ready For The Rings" - "Seasoning Goodness".

## RICE

MERCHANDISING HINTS: "National Rice Week" being sponsored by the industry has been especially planned to accelerate sales. Display techniques definitely control rice movements, so plan attention-getting, appetizing and colorful tie-in displays that will catch the shopper's eye.

- During Lent off-the-shelf floor displays are a must. Build display around heavy stocks of regular rice. Then, place token arrangements of chop suey, chow mein and other Oriental dish making products into display arrangement, too. "It's Fish 'n Seafood Time," so be sure you team and cross-sell rice with your fish and seafood specials, also.

## CARROTS

MERCHANDISING HINTS: Encourage more carrot sales through use of multiple displays.

- Top sales performer location will be the produce department bin. However, carrots are a "hardware" item and can be easily displayed and featured out-of-case at other tie-in selling points. Feature miniature displays of fresh carrots in the meat department, especially with pork, beef and lamb.
- Pass along combo preparation hints with good "talking signs".  
Recommend carrots along with cabbage as ideal "New England Boiled Dinner" mates. Suggest carrots for "Salad-

fixins" -- and to "Add Taste-Appeal to Pork, Beef and Lamb". Tell customers carrots are "Nutritiously Good," too.

## POTATOES

MERCHANDISING HINTS: Think BIG and plan BIG--for the Lenten season is big potato-selling time.

- Place promotional stress on economical 25 pound prepack specials throughout the month--on big "bakers" and "all-purpose", too.  
Every shopper is not interested in the large size package, so place attractive price tags on 5 and 10 pound packages, also.
- Scatter display prepacks supplies--with pork and beef specials for sure. And remember to keep those bulk bin stocks CLEAN, rotate and restock every day.

## CANNED CORN

MERCHANDISING HINTS: In the absence of fresh corn supplies, this is an opportune time to give canned corn extra merchandising attention.

- Use dump displays, alternate canned sizes weekly and promote in multi-unit special deals. Spotlight cream style one week and whole kernel the next.

## COTTAGE CHEESE

MERCHANDISING HINTS: Tie-in merchandising is best. And with Lenten meal fare the order-of-the-day, cottage cheese will rate the "best-seller" list.

- Follow industry's "Quick Meal Mate" promotion techniques--this month they're giving an extra big push to cottage cheese. Employ your own display tactics, also. Attract shopper's to selling point by alternating rows of cottage cheese with canned cling peaches, canned ripe olives, and canned pineapple, too. Put to use the dairy industry's "Quick Meal Mate" promotional point-of-sale material that has been especially prepared to help move cottage cheese.



## PEANUT BUTTER

**MERCHANDISING HINTS:** Heavy "National Peanut Week" publicity and special advertising will move loads of peanut butter.

- Set up your "Peanut Week Headquarters" up front, using peanut butter (large and small sizes) as the central attraction in display set-up. For sure buying-appeal, top-off peanut butter layout with well-placed supplies of "Spanish" and "Virginia" peanuts, peanut-based confectionery items, saltines, loaf breads, and perhaps stocks of jellies and jams.

## RED TART CHERRIES

**MERCHANDISING HINTS:** With the heavy promotional emphasis and carryover advertising placed on red tart cherries in February, sales this month should be extra good.

- Continue special promotion display tactics for both canned red tart cherries and frozen red cherry products. Most customers have enjoyed a taste of delicious cherry pie or other cherry products during the past month and are ready for second helpings of these lip-smacking treats.
- Circular floor stacks of canned red cherries featured along with a good stock of pie mix will still show profitable results. And continue to play the spotlight on your frozen red tart cherry products to get the full sales potential from the easy-living "heat 'n serve" trade.

## DRY BEANS

**MERCHANDISING HINTS:** The Lenten season definitely steps up dry bean sales. Open case displays of dry beans located at gondola ends near the checkout stand are the spots to sell. Put your signman to work posting suggestion hints: "Navy Bean Soup Will Taste Mighty Good Tonight"--"A Good Bet For Meatless Days"--"Economical Taste-Pleasers"--"Good Sources of Protein, Thiamine, Iron and Other Nutrition Needs."

- Keep dry bean shelf stocks well loaded, too--don't let shoppers pass them up. Through habit, many customers will look here for supplies as they make the rounds.

## COOKING OIL

**MERCHANDISING HINTS:** Open case displays spotted for "get-together" selling with perfect "sales-twins" can double cooking oil sales. This month's list of Plentiful Foods has some excellent teammates for tie-in sales. When displaying cooking oil at tie-in points, alternate bottle goods and tins.

## MENU OF THE MONTH

EGG AND POTATO SCALLOP  
BUTTERED CARROTS  
HOT BISCUITS  
margarine or butter  
MILK  
CHERRY PIE

### EGG AND POTATO SCALLOP

|   |                            |
|---|----------------------------|
| 1 cup thin white sauce                        | 4 hard-cooked eggs, sliced |
| 2 medium-sized potatoes,<br>cooked and sliced | Salt and pepper to taste   |
|   | Soft breadcrumbs           |

Make white sauce.

Place alternate layers of potatoes and eggs in a greased baking dish, sprinkle with salt and pepper and pour the white sauce over. Sprinkle with breadcrumbs.

Bake at 375° F., moderate oven, 15 to 20 minutes.  
4 servings.

### THIN WHITE SAUCE

|                    |                 |
|--------------------|-----------------|
| 1 tablespoon fat   | 1 cup milk      |
| 1 tablespoon flour | 1 teaspoon salt |

Melt fat and blend in the flour to make a smooth mixture. Add milk slowly and cook over very low heat, stirring constantly until thickened. Add salt. Cook 3 to 5 minutes longer, stirring occasionally.

Makes 1 cup thin white sauce.